

A PAGE OF SPRIGGLY INTERESTS FOR WOMEN—IVY FLOWER BOXES—RECIPES—LETTERS

SMALL TOWN PAPER OWNER NEW VOCATION FOR WOMEN

A Successful "Lady" Publisher and Editor of Daily in Middle West Outlines Possibilities in This Field for Many Recruits

A NEW business adventure for women has been suggested by a woman who has tested the soundness of it and come through successfully. She is a newspaper owner in a small town...

IT IS generally conceded that country newspapers are prosperous. They have an enormous circulation for the size of the community where they are printed...

Alice Kent and the Day's Work The Story of a Business Girl Who Would Not Fail

By MARTHA KEELER Copyright, 1918, by Public Ledger Company.

NEXT morning Mrs. Hordon was on hand to bid me good luck for the sake of both of us, when I called for her from her boarding house in the shabby section of Maple street...

The sun's rays were penetrating the trellis of morning glory vines at one end of the front porch of a house below on the opposite side of South Union street...

THE WOMAN'S EXCHANGE

TODAY'S INQUIRIES 1. What is the difference between the formal and informal wedding? 2. What is the use requirement for women in the Y. W. C. A.?

SUMMER'S KNITTING STORY IS TOLD IN TERMS OF WICKER



The girl of his dreams is knitting "two-in-one" socks for the only man. Please notice that the yarn rests in a wicker woad stand. It is one of the newest things in knitting furniture...

Hunting a Husband

By MARY DOUGLAS (Copyright)

CHAPTER LXXXI Judge Ashby Comes

I CAN only look back on this evening as a horrible dream. It seems like some ugly thing dropped on the surface of lightness of our life here...

The Cause of Fainting Fainting may be psychologically described as a defensive reaction whereby an individual seeks to escape from a situation that has become unbearable...

YESTERDAY'S ANSWERS

1. The cards of the wife of a lieutenant in the British army... 2. Mrs. Chalmers Watson, M. D., is the daughter of a prominent physician...

Pongee Replaces Serge in Summer

A Daily Fashion Talk by Florence Rose

MANY girls and many women complain of the serge gown because it is too warm for wear during the hot months...



KNITTING NOVELTIES IN DEMAND FOR PORCH

Irresistible and Practical. They Come to Suit Every Pocketbook

Other years the girl of his dreams began to sigh for the mountains or the seashore at this time of year. June, 1918, finds her sitting on the front porch...

The Child in the House

When from the tower, like some big flower, The bell drops petals of the hour...

A Dainty Egg Caddy

Even in wartime there is a breakfast tray. It is mostly for the semiprecious and therefore should be made as attractive as possible...

LA FRANCE

Palm Beach or Newport—there's a certain type of woman you just know wears La France Shoes. No need to look.



The rare discrimination that makes the quiet elegance and modish charm of her footwear an affidavit of quality genuineness...

Dalsimer

PARIS NEW YORK J.M. Gidding & Co. 1422 Walnut Street ARE PRESENTING Important Special Sales

- Suits Formerly \$50 to \$95 \$35-\$45-\$65-\$75 Gowns Formerly \$65 to \$150 \$45-\$65-\$95-\$125 Coats Formerly \$65 to \$195 \$45-\$65-\$85-\$110